



www.prosweets-cologne.com



For even greater success in the future!

The second ProSweets Cologne – The international supplier fair
for the confectionery industry

Cologne, 29.1 – 1.2. 2007



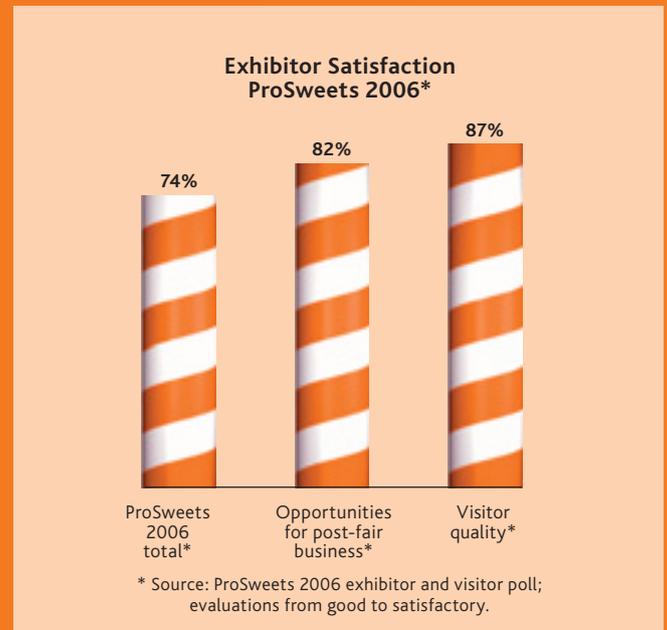
Your offering. Brisk demand!

ProSweets Cologne fills a gap. To date, no other trade fair has focused so closely on the full range of suppliers for the confectionery industry. Highly specialised solutions are essential when it comes to process and packing technology, raw materials, ingredients and packaging, making ProSweets Cologne the perfect match for the requirements of the industry.

ProSweets Cologne is the ideal business platform to present your offerings in the most favorable light. 87% of the exhibitors were satisfied with the quality of the visitors.

As an event geared exclusively to the trade, ProSweets Cologne is the optimal vehicle for exhibitors in the following fields:

- raw materials and ingredients
- confectionery packaging
- confectionery packing machines
- machinery and systems for the confectionery industry
- refrigeration and climate control technology for confectionery manufacturing
- food safety and quality management in confectionery manufacturing
- automation, data processing and control engineering technology for confectionery manufacturing
- plant equipment and accessories for confectionery manufacturing
- service providers, organisations, publishers
- waste disposal, recycling



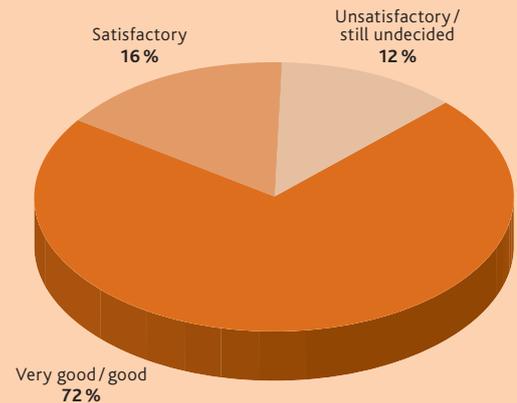
The strength of ProSweets Cologne. The power of ISM.

The decisive advantage of ProSweets Cologne is its parallel scheduling with ISM, the world's leading trade fair for the confectionery business. The direct association with ISM is a source of unique synergies.

In 2006, the ProSweets premiere overlapped with ISM for two days. Be sure to benefit from the consistent further development of the concept in 2007 when there will be a three-day overlap of the two trade fairs. Exhibitors and visitors alike thus have an additional full day to take advantage of the offerings of ProSweets Cologne.

Together, ProSweets Cologne and ISM cover the entire confectionery value-creation chain – from raw materials to retail products – at a single trade-fair location. This unique combination guarantees a meeting of the entire confectionery industry in Cologne and unparalleled opportunities to make direct contacts with suppliers, manufacturers and distributors.

How do you – as a visitor – evaluate the ProSweets premiere?*



* Source: ProSweets 2006 exhibitor and visitor poll



**Competent exhibitors.
Qualified visitors.**

The trend is toward customised solutions, and suppliers of the confectionery industry are no exception in that regard. In the dynamic confectionery market, new ideas and innovation are the foundation of success. Flexible concepts are essential. The easiest way to develop them is through cooperation with partners on the manufacturing and trade sides, which makes the high quality of visitors to ProSweets Cologne all the more valuable.

Thanks to the close association with ISM, all important target groups within the confectionery industry are present: CEOs, purchasers, production managers, and sales and marketing experts, not to mention decision-makers from the retail sector and product developers.

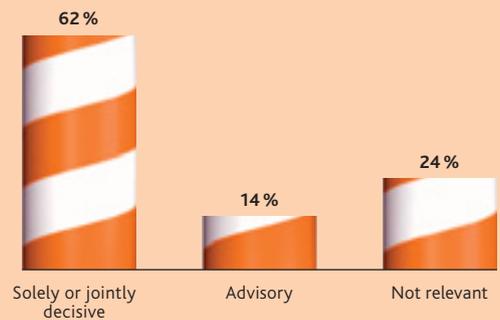
It is not only the quality of the visitors and exhibitors that is convincing but also the international orientation of ProSweets Cologne. Take advantage of the opportunity to establish international contacts and gain a well-rounded overview of the worldwide market. Be open to new stimuli – for even greater success in the future!



To which branch of the economy does your company belong?*



What is your degree of influence in purchasing decisions?*



Fields of trade visitors*



* Source: ProSweets 2006 exhibitor and visitor poll



Cologne, 29.01–01.02.2007



Fax reply **+49 221 821-3997**

- Please send us information for exhibitors
- Please send us the registration forms
- Please call us
- Please send us information for trade visitors

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**Any further questions?
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A successful launch. And a promising future!

2006 was a special year for confectionery industry suppliers. The successful new ProSweets Cologne is the first independent platform for exhibitors offering process and packing technology, packaging and ingredients for the confectionery industry.



In combination with ISM, the world's leading trade fair for the confectionery industry, ProSweets Cologne met and exceeded expectations:

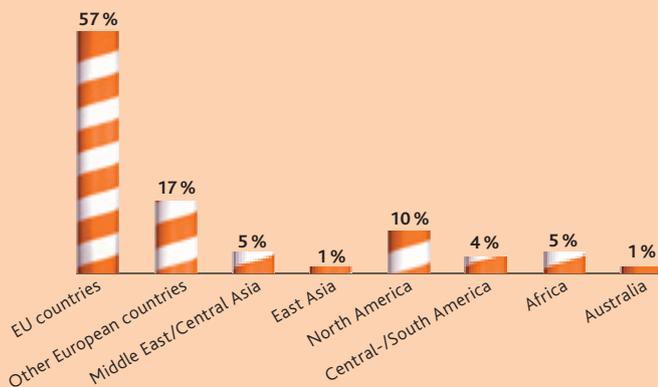
- with 229 exhibitors from 27 countries, 48 percent of whom came from abroad
- with 7,700 trade visitors from 108 countries, around 60 percent of whom came from abroad
- with a gross exhibition space of over 10,000 m²

The fair established itself from the outset as an international trade and communication platform for confectionery industry suppliers, manufacturers and sellers. ProSweets Cologne will continue in this vein in 2007. Don't miss it!

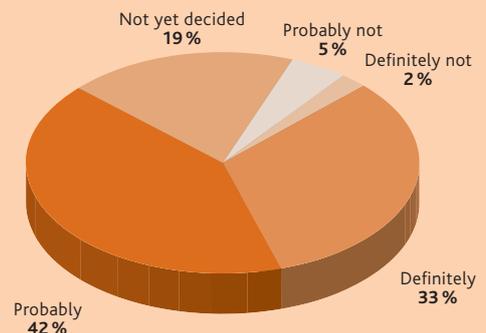
88 percent of the visitors and 74 percent of the exhibitors were positive in their evaluations of the premiere, and 75 percent of the visitors are already planning to attend the next ProSweets Cologne.

* Source: ProSweets 2006 exhibitor and visitor poll

Country of origin of international visitors*



Will you be visiting ProSweets Cologne in 2007?*



* Source: ProSweets 2006 exhibitor and visitor poll

Future-oriented trade fair. Sweet success!

ProSweets has got off to a flying start. At the second fair in 2007, the concept again promises four exciting days for profitable business dealings. Don't miss this opportunity: show yourself in the best light – with quality and expertise that will win over potential customers.

Solid competence. Powerful partners.

Benefit from the expertise of Koelnmesse in the confectionery and food technology sector at ProSweets Cologne. Major industry associations are also supporting ProSweets Cologne – a further factor for your success.

 **BDSI** Bundesverband der Deutschen Süßwarenindustrie e. V.

 **SG** Sweets Global Network e. V.

 **ZDS** Zentralfachschule der Deutschen Süßwarenwirtschaft e. V.

 **DLG** Deutsche Landwirtschafts-Gesellschaft e. V.

Good contacts. Your ProSweets Cologne Team.

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